LEO BURNETT U.S.A.
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New National Smoker Study:

Tar/Taste Gap Bridged.

Smokers rate taste of low tar MERIT equal to—or better than—leading high tar brands.

Low tar MERIT, with 'Enriched Flavor'™ tobacco, has shattered the myth of "low tar, low taste."

In a new national smoker study conducted with high tar smokers, MERIT was proven to deliver the flavor of leading high tar brands.

Results Endorse MERIT Breakthrough

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

Detailed interviews were also conducted with current MERIT smokers.

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but *continues* to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first major alternative to high tar smoking.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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